



San Diego Convention Center, San Diego, CA March 17-18, 2026

THE HFA SHOW ATTENDEES ARE THE MOVERS AND SHAKERS of the health and fitness industry, representing iconic brands with serious purchasing power. They are also diverse, ranging from brands with just one location to those with hundreds of facilities.

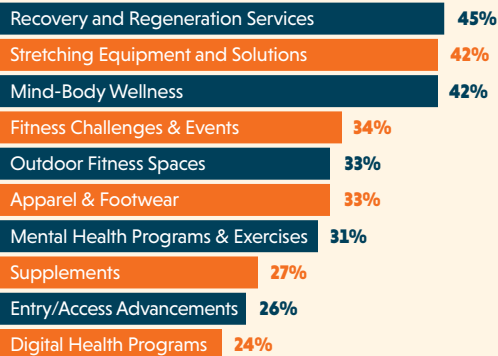
Year after year, the top brands in the health and fitness industry showcase at the The HFA Show because of our proven ability to deliver qualified and valuable connections that make a difference to your bottom line.

Whether you are launching your brand or are an established household name, the The HFA Show will elevate your marketing efforts and help drive sales.

5 REASONS TO EXHIBIT

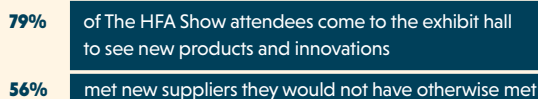
The HFA Show Attendees are looking for new solutions beyond equipment!

Product Interest:

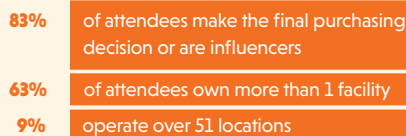


And much more!

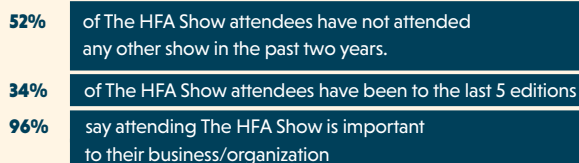
The HFA Show Attendees are Looking for New Products and Innovations!



The HFA Show Attendees Have Purchasing Power!



The HFA Show Attendees are Loyal!

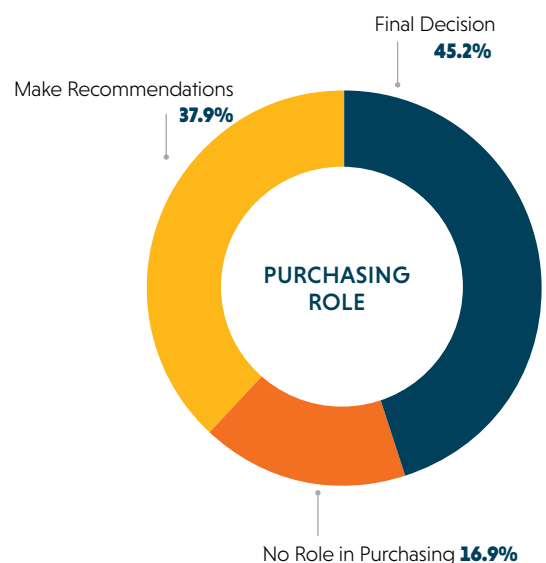
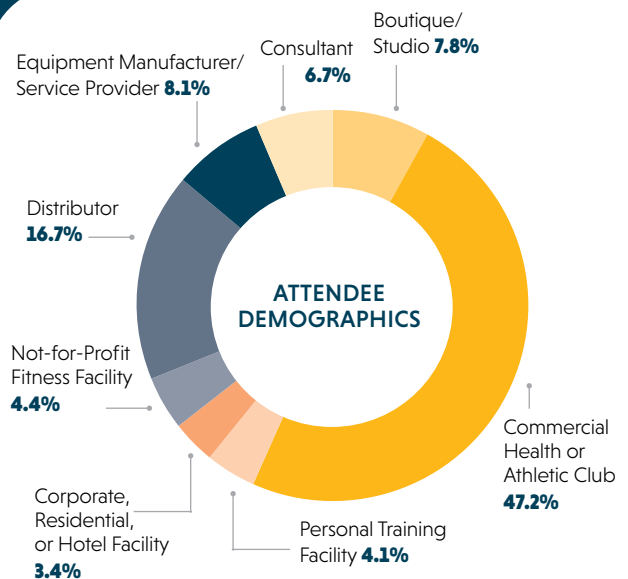


The HFA Show Attracts NEW buyers!



THE FITNESS INDUSTRY is rapidly evolving, and hyper-competitive. Health and fitness facilities must consistently seek the right partners to help meet the objectives of their members, while remaining safe, relevant and innovative. Your solutions are the key to their success!

TO SECURE exhibit space or discuss marketing and promotional opportunities, contact:
Luke Ablondi | Trade Show Director | lablondi@healthandfitness.org



HFA is the nonprofit trade association representing the health and fitness industry. HFA invests any profits from events, sponsorship, and advertising back into the industry to fund things such as education, research and advocacy that protects and grows the industry.